

ARVIND
SMARTSPACES
LIMITED

NOVEMBER
2022

Arvind SMARTSPACES INFORMATION UPDATE Q2 & H1 FY23

www.arvindsmartspaces.com



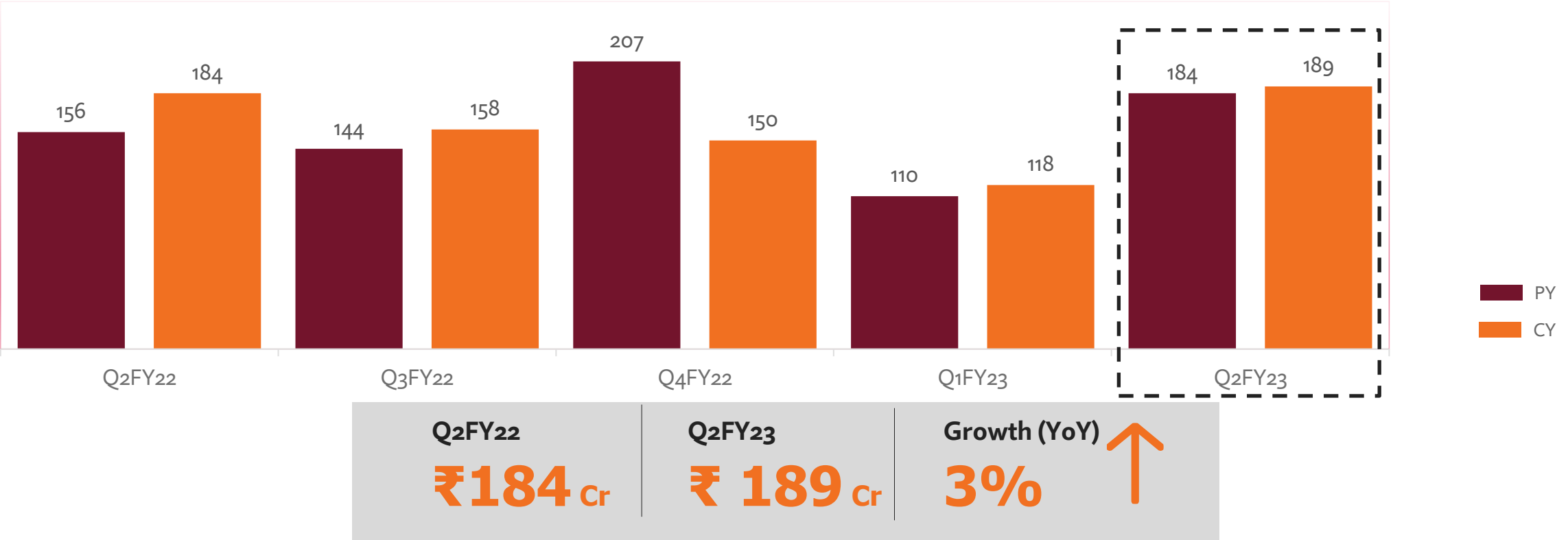
Q2 & H1 FY23 PERFOR- MANCE

- OPERATIONAL HIGHLIGHTS
- FINANCIAL HIGHLIGHTS

BOOKINGS: Q2FY23

BOOKINGS

(In ₹ Cr.)



BOOKINGS: PROJECT-WISE

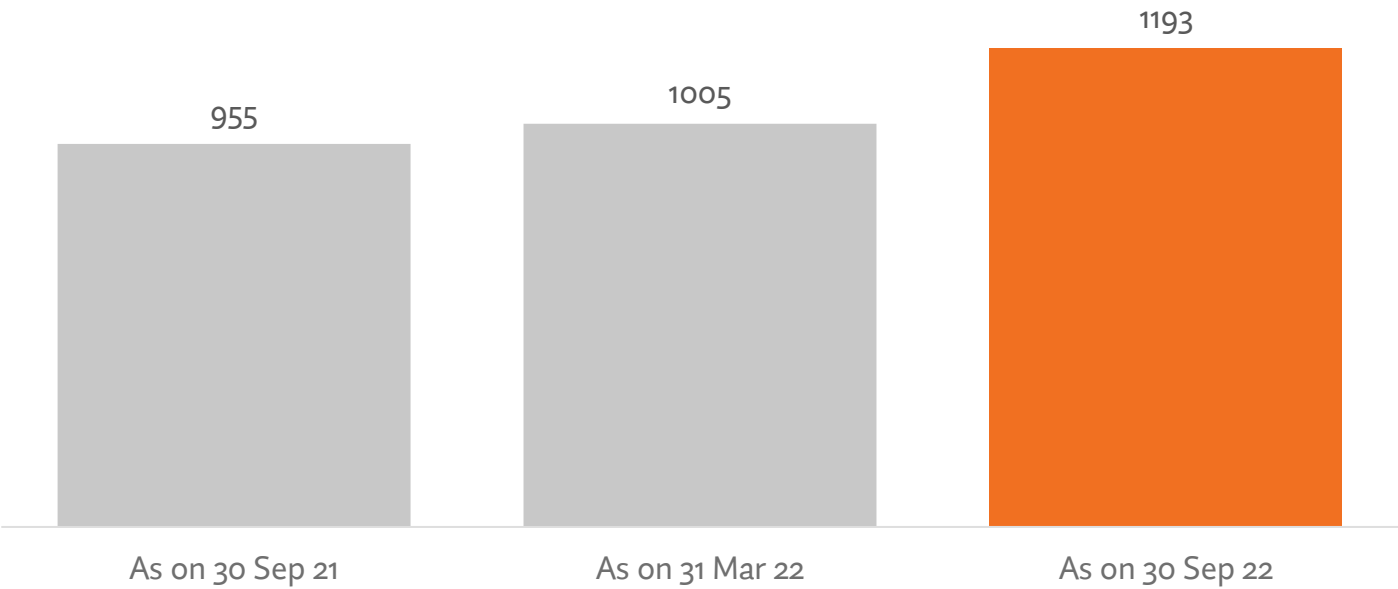
Project wise	Q2FY22 Rs. Cr	Q2FY23 Rs. Cr
Uplands (One & Two)	76	30
High Grove / CW	11	1
Forreste (I to V)	38	10
Fruits of Life	-	90
Skylands	16	13
Belair	21	20
Oasis	17	18
The Edge	(1)	(0)
Aavishkaar	5	2
Elan	-	3
Other Completed Projects	1	2
Total	184	189

Project wise	H1 FY22 Rs. Cr	H1 FY23 Rs. Cr
Uplands (One & Two)	117	62
High Grove / CW	46	40
Forreste (I to V)	54	13
Fruits of Life	-	90
Skylands	21	22
Belair	22	38
Oasis	22	32
The Edge	(1)	1
Aavishkaar	8	4
Elan	3	4
Other Completed Projects	2	2
Total	293	307

UNRECOGNIZED REVENUE

UNRECOGNIZED REVENUE

(In ₹ Cr.)



Sep 30, 2021

₹955 Cr

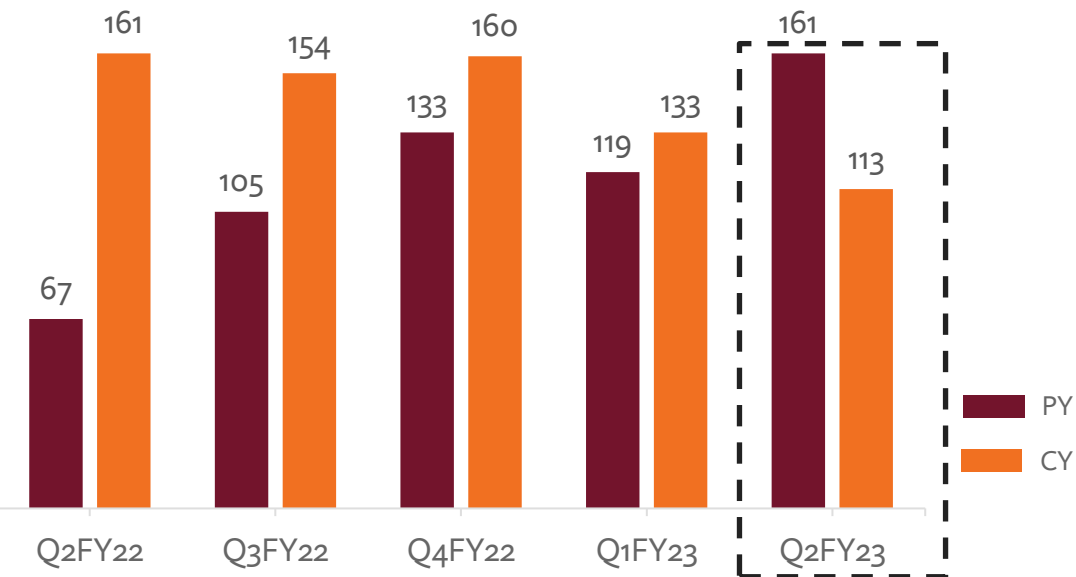
Sep 30, 2022

₹1,193 Cr

COLLECTIONS & NET DEBT: Q2FY23

Q2FY23 COLLECTIONS

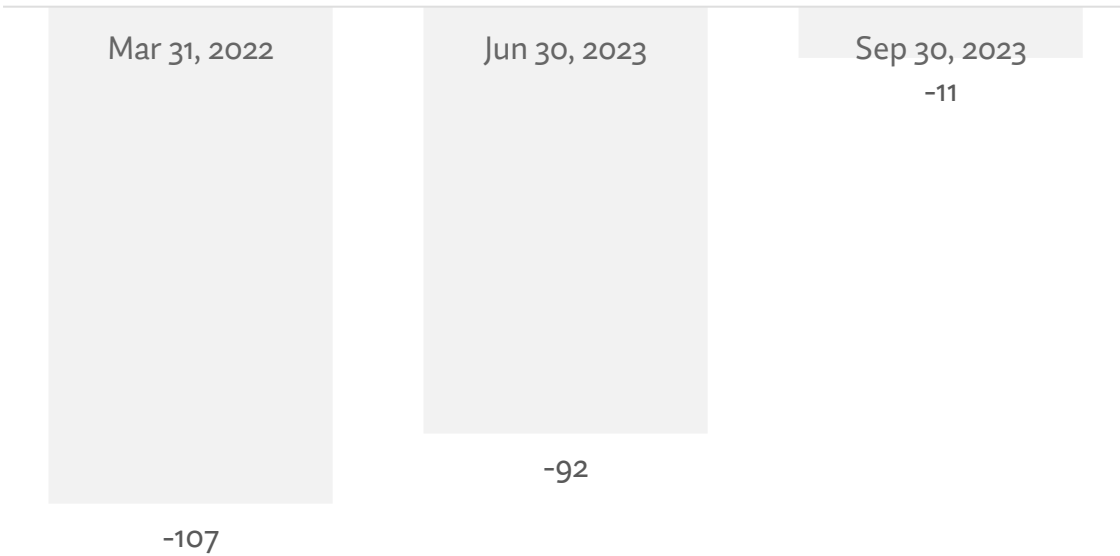
(In ₹ Cr.)



Q2FY23		H1FY23	
~₹113Cr	Vs Q2FY22 ₹161 cr	~₹245Cr	Vs H1FY22 ₹280 cr

Q2FY23 NET DEBT

(In ₹ Cr.)



Net Interest-bearing funds as on Sep 30, 2022 is ₹ -11 Cr (vs Jun 22 ₹ -92 Cr) increased by ₹ 81 Cr during Q2 primarily due to business development.
Net Debt (Interest-bearing funds) to Equity ratio at (0.03) as on Sep-22 vs (0.22) on Jun-22

KEY UPDATES: Q2FY23

Q2FY23 HIGHLIGHTS – SALES & LAUNCHES

- Sales performance remains healthy across sustenance and newly launched projects
- Launched two projects during Q2 FY23
 - Fruits of Life - Received an overwhelming response. Witnessed bookings of Rs. 90 crore (almost the entire launched inventory) within 36 hours. Rapid turnaround from acquisition to launch for Fruits of Life – 3 months.
 - Forreste 5 launched towards end of Q2FY23

Q2FY23 HIGHLIGHTS - BD

- New project acquired admeasuring ~27 acres of land with a topline of ~Rs. 250 crore* at Doddaballapur Road, North Banaglore under HDFC Platform 2. This is 9th project in Bangalore.
- New project acquired admeasuring 18 acres of land with a topline potential is Rs. 150 crore* near IVC Road Devanahalli. This project is adjacent to the first project in Devanahalli and is fully owned by the Company. This would be ASL's 10th project in Bangalore.
- There is a potential opportunity to increase the size of both the projects significantly by 2-3X subject to technical due diligence.

**On the basis of the current business assumptions*

Newly Launched

FRUITS OF LIFE, GANDHINAGAR (LAUNCHED IN Q2)

ARVIND
SMARTPACES
LIMITED

8

RESIDENTIAL PLOTTING PROJECT



~44 Acres

LAND AREA



~2 Mn Sq ft

INDICATIVE SALEABLE AREA



~180 Cr

INDICATIVE TOPLINE

The project is acquired on an outright basis by Arvind SmartHomes Pvt Ltd, an SPV created for HDFC Platform 2. This is our 14th Project in Gujarat. Phase 1 consisting of saleable area of ~1Mn sq ft was launched and sold during the quarter.

PROJECT DESCRIPTION

- A place on the shore of a Bavlu lake that is full of native & migratory birds
- Premium weekend villa plots with your own fruit trees

AMENITIES

- Community fruits orchards of Mango, Chikoo, Pomegranate, Singapore cherry & Jamun trees!
- State-of-the-art clubhouse amidst nature.



Newly Launched

FORRESTE-5, AHMEDABAD (LAUNCHED IN Q2)

ARVIND
SMARTSPACES
LIMITED

9

LAND ORIENTED PREMIUM VILLA TOWNSHIP PROJECT



PROJECT USP

- A thick forest* trail with more than 25 different varieties of trees
- A 40,000 sq. ft. state-of-the-art clubhouse
- More than 150 bird feeders
- High tree density with 80% open space

AMENITIES

- Forest Trail
- Butterfly Park
- Adventure Camp
- Forest Caves
- Forest Sit-outs
- Tree House
- Campfire Point

14 Acres
LAND AREA

0.9 Mn Sq ft
INDICATIVE
SALEABLE AREA

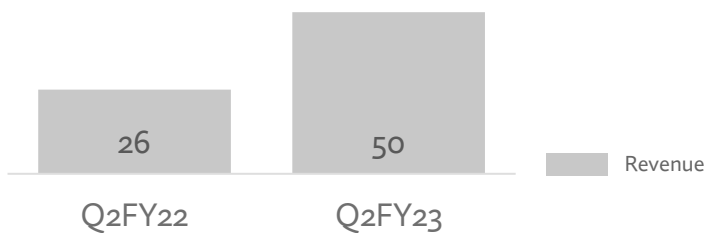
~200 Cr
INDICATIVE
TOPLINE

P&L: Q2FY23

Q2FY23 CONSOLIDATED HIGHLIGHTS

REVENUE FROM OPERATIONS

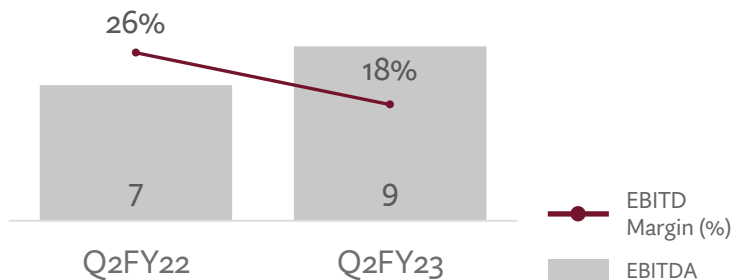
(In ₹ Cr.)



Q2FY22	Q2FY23	Growth (YoY)
₹26 cr	₹ 50 cr	96% ↑

EBITDA & EBITDA MARGINS

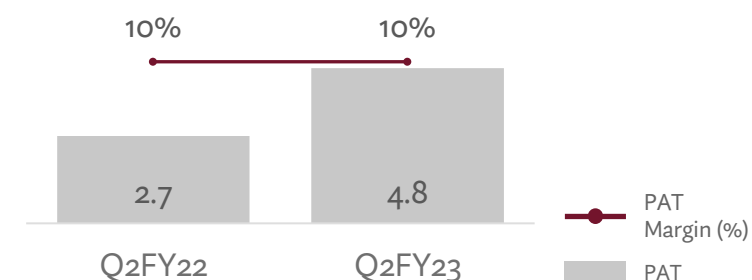
(In ₹ Cr.)



Q2FY22	Q2FY23	Growth (YoY)
₹7 cr	₹ 9 cr	34% ↑

PAT & PAT MARGINS

(In ₹ Cr.)



Q2FY22	Q2FY23	Growth (YoY)
₹2.7 cr	₹ 4.8 cr	79% ↑

FINANCIAL PERFORMANCE VS FRESH SALES

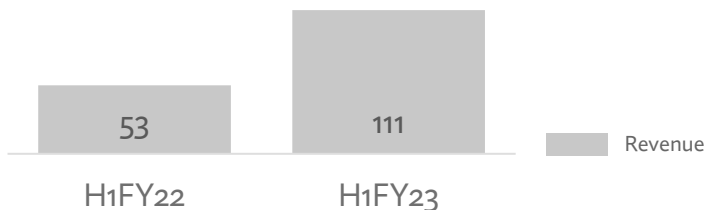
- Financial performance is based on applicable accounting standards wherein the revenue recognition is based on transfer of control with Project completion and satisfaction of performance obligation.
- Despite witnessing strong Sales momentum in fresh bookings, the same does not reflect in Financial performance due to a lag between the two

P&L: H1 FY23

H1 FY23 CONSOLIDATED HIGHLIGHTS

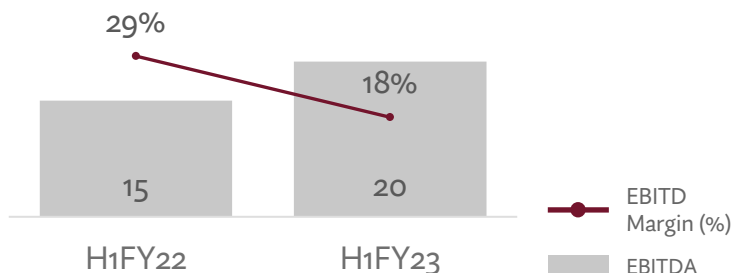
REVENUE FROM OPERATIONS

(In ₹ Cr.)



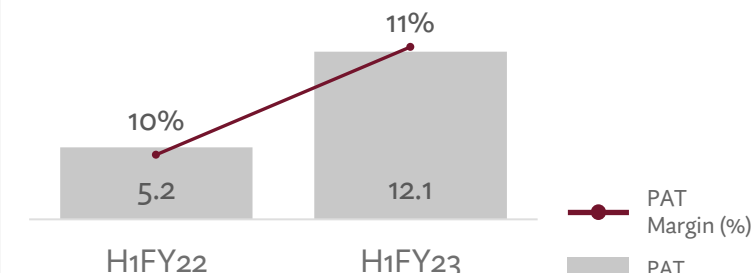
EBITDA & EBITDA MARGINS

(In ₹ Cr.)



PAT & PAT MARGINS

(In ₹ Cr.)



H1 FY22	H1 FY23	Growth (YoY)
₹53 cr	₹ 111 cr	110% ↑

H1 FY22	H1 FY23	Growth (YoY)
₹15 cr	₹ 20 cr	32% ↑

H1 FY22	H1 FY23	Growth (YoY)
₹5 cr	₹ 12 cr	132% ↑

FINANCIAL PERFORMANCE VS FRESH SALES

- Financial performance is based on applicable accounting standards wherein the revenue recognition is based on transfer of control with Project completion and satisfaction of performance obligation.
- Despite witnessing strong Sales momentum in fresh bookings, the same does not reflect in Financial performance due to a lag between the two

Q2FY23 SYNOPSIS

Projects	Area Booked in Q2 FY23 (sq ft.)	Units Booked in Q2 FY23 (nos.)	Booking Value for Q2 FY23 (Rs. Cr)	Amount Collected in Q2 FY23 (Rs. Cr)	Revenue Recognized in Q2 FY23 (Rs. Cr)
Skylands	19,917	19	13	13	11
Uplands ONE	21,987	2	17	5	0
Oasis	18,635	16	18	17	24
Aavishkaar	5,587	7	2	6	8
Elan	8,755	13	3	6	-
The Edge	(281)	(1)	(0)	2	-
Forreste^	(28,279)	(1)	(3)	20	2
Uplands Two	37,962	1	14	12	-
Belair	28,799	22	20	6	-
Highgrove	(6,165)	(1)	(1)	9	3
Chirping Woods	15,930	3	2	11	-
Sporcia	1,387	1	1	0	1
Megaestate	1,879	1	1	0	-
Megatrade	453	1	0	0	-
Fruits of Life	10,07,703	141	90	5	-
Forreste 5^	1,15,489	12	12	-	-
Total	12,49,758	236	189	113	48

^Forreste Revenue recognition for Arvind SmartSpaces would be equivalent to DM Fees only.

Amount Collected is inclusive of Taxes

H1FY23 SYNOPSIS

Projects	Area Booked in H1 FY23 (sq ft.)	Units Booked in H1 FY23 (nos.)	Booking Value for H1 FY23 (Rs. Cr)	Amount Collected in H1 FY23 (Rs. Cr)	Revenue Recognized in H1 FY23 (Rs. Cr)
Skylands	36,424	33	22	20	17
Uplands ONE	41,238	3	22	29	7
Oasis	41,507	35	32	36	51
Aavishkaar	10,080	12	4	8	12
Elan	9,882	14	4	11	-
The Edge	688	-	1	5	-
Forreste^	(14,032)	1	0	48	5
Uplands Two	88,669	6	41	28	9
Belair	59,191	44	38	15	-
Highgrove	1,01,889	10	15	18	7
Chirping Woods	2,06,141	40	25	20	-
Sporcia	1,387	1	1	0	1
Megaestate	1,879	1	1	0	-
Megatrade	929	2	0	0	0
Fruits of Life	10,07,703	141	90	5	-
Forreste 5^	1,15,489	12	12	-	-
Total	17,09,064	355	307	245	108

^Forreste Revenue recognition for Arvind SmartSpaces would be equivalent to DM Fees only.

Amount Collected is inclusive of Taxes

BALANCE SHEET

Liabilities

Amount in Rs. Cr	As on Mar 31, 2022	As on Sep 30, 2022
Equity and liabilities		
Share Capital	42	44
Reserves and Surplus	397	419
Shareholders Funds	439	463
Non-Controlling Interest	38	32
Non Current Liabilities	32	111
Current Liabilities	627	687
Total	1,136	1,293

Assets

Amount in Rs. Cr	As on Mar 31, 2022	As on Sep 30, 2022
ASSETS		
Fixed Assets	56	60
Non-Current Financial Assets	84	95
Inventories	766	834
Current Assets	229	304
Total	1,136	1,293

DEBT PROFILE

Amount in ₹ Cr.	31-Mar-2022	30-Jun-2022	30-Sep-2022
Gross Debt*	2	3	81
Net Interest-bearing funds	(107)	(92)	(11)
Net Interest-bearing funds to Equity	(0.26)	(0.22)	(0.03)

* The above statement does not include OCD of ₹ 50 Cr issued to HDFC Capital Advisors (15 years tenure) for joint project in Bangalore and surplus accumulated towards landowners of High Grove and Chirping Woods

Note : The numbers for Gross Debt and Net Debt may appear different in financials basis the reporting as per accounting standards

The Company has started leveraging the Balance sheet with introduction of Debt mainly for new project acquisitions. The Company has significant headroom to raise fresh Debt while maintaining a healthy Debt Equity ratio.

Note: During the Quarter, cash outflow of ~Rs. 114 Cr incurred for business development activities.



PROJECT PORTFOLIO

- COMPLETED PROJECTS
- PROJECTS UNDER EXECUTION
- PROJECTS IN PIPELINE
- SYNOPSIS

PROJECT PORTFOLIO - COMPLETED

City	Project	Total Saleable (Sqft)	Booked (Sqft)	Unsold Inventory (Sqft)	Booking Value (₹ Cr)	Revenue Recognized (₹ Cr)	Collections (₹ Cr)	Average Price (Price till date) ₹ / Sq ft
Ahmedabad	Aavishkaar	5,45,524	3,57,433	1,88,091	96	40	64	2,679
	Alcove	10,32,660	9,84,150	48,510	25	25	25	251
	Citadel	1,01,859	1,01,859	0	55	55	55	5,407
	Megaestate	59,180	24,994	34,186	8	7	8	3,265
	Megapark	5,01,222	4,61,484	39,738	27	27	27	575
	Megatrade	82,526	73,247	9,279	30	29	29	4,086
	Parishkaar /Trade Sq	9,15,809	9,15,809	0	254	254	254	2,776
Bangalore	Expansia	1,40,276	1,38,384	1,892	74	74	74	5,337
	Oasis	5,72,074	4,52,945	1,19,129	246	156	196	5,420
	Skylands	4,91,111	4,75,870	15,241	258	248	252	5,431
	Sporcia	5,01,265	4,99,960	1,305	235	234	234	4,693
	Total	49,43,506	44,86,135	4,57,371	1,307	1,150	1,218	

PROJECT PORTFOLIO - ONGOING

City	Project	Total Saleable (Sqft)	Booked (Sqft)	Unsold Inventory (Sqft)	Booking Value (₹ Cr)	Revenue Recognized (₹ Cr)	Collections (₹ Cr)	Average Price (Price till date) ₹ / Sq ft
Ahmedabad	Chirping Woods	13,39,092	7,29,095	6,09,997	76	-	45	1,049
	Foreste I - IV	29,58,846	23,82,276	5,76,570	338	20	202	1,420
	Foreste 5	9,43,164	1,15,489	8,27,675	12	-	-	1,067
	Fruits of Life - Launched	10,74,951	10,07,703	67,248	90	-	5	889
	Highgrove	43,77,033	20,64,330	23,12,703	183	10	141	889
	Uplands I	31,92,901	28,98,364	2,94,537	491	304	416	1,695
	Uplands II	12,89,128	9,30,010	3,59,118	273	13	156	2,934
Bangalore	Belair	4,69,620	2,56,856	2,12,764	150	-	54	5,827
	Edge	1,68,224	57,185	1,11,039	40	-	8	7,004
Pune	Elan	1,34,952	63,836	71,116	44	-	27	6,947
	Total	1,59,47,911	1,05,05,143	54,42,768	1,698	347	1,054	

^Amount Collected is excluding Taxes

As on 30 Sep 2022

DEVANAHALLI, BANGALORE (UPCOMING)

DEVANAHALLI, PLOTTED DEVELOPMENT PROJECT



50 Acres
LAND AREA



1.1 Mn Sq ft
INDICATIVE
SALEABLE AREA



380 Cr
INDICATIVE
TOPLINE

**HDFC
PLATFORM-1
ARVIND's
INVST 60%**

50 acres of the project was originally acquired under HDFC Platform 1 wherein HDFC has invested INR 50 crore. **This Marks our entry into the plotted development segment in Bangalore.**

LOCATIONAL ADVANTAGE

- Devanahalli is an Established Residential Plotting Location which is near the Bangalore Airport.
- The micro-market is also home to major economic hubs such as Aerospace SEZ and KIADB IT Park.
- This Location enjoys excellent Infrastructure connectivity which will be further enhanced by the upcoming Metro.

KEY DEVELOPERS IN THIS MICRO MARKET

- The micro-market is home to several large plotted developments from brands such as Godrej, Prestige, Sriram, Century, Puravankara, Goyal, etc...

NORTH BANGALORE

- Records 2nd highest share of launches at 30%.
- Micro Market Devanahalli launched 9,068 units.



INCREASED AFFINITY TOWARDS PLOTTED DEVELOPMENTS, 72% OF THE PLOTS LAUNCHED IN BANGALORE IN 2021 ARE SOLD OUT

- Plotted Developments launches witnessed > 11% y-o-y growth in 2021.
- Sale growth majorly influenced by huge influx of white-collar migrants, rising salaries in IT/ITES Industry, exponential growth in start-up ecosystem.
- For homebuyers, investing in plotted developments means relatively lesser investment plus building an independent and more spacious home at a later stage.

(Source: Anarock)

DODDABALLAPURA ROAD, BANGALORE (UPCOMING)

DODDABALLAPURA ROAD, PLOTTED DEVELOPMENT PROJECT



27 Acres
LAND AREA



0.6 Mn Sq ft
INDICATIVE
SALEABLE AREA



250 Cr
INDICATIVE
TOPLINE

**HDFC
PLATFORM-2
ARVIND's
INVST 33%**

This project is under HDFC Platform 2. **This would be ASL's 9th project and second plotted development in Bangalore.**

LOCATIONAL ADVANTAGE

- Devanahalli is an Established Residential Plotting Location which is near the Bangalore Airport.
- The micro-market is also home to major economic hubs such as Aerospace SEZ and KIADB IT Park.
- This Location enjoys excellent Infrastructure connectivity which will be further enhanced by the upcoming Metro.

KEY DEVELOPERS IN THIS MICRO MARKET

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POTENTIAL OPPORTUNITY TO INCREASE THE SIZE by 2-3 TIMES SUBJECT TO LAND AVAILABILITY AND TITLE CLEARANCE

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(Source: Anarock)

NORTH BANGALORE (UPCOMING)

NEAR IVC ROAD, PLOTTED DEVELOPMENT PROJECT



18 Acres
LAND AREA



0.4 Mn Sq ft
INDICATIVE
SALEABLE AREA



150 Cr
INDICATIVE
TOPLINE

**100%
OWNED**

*This project is adjacent to the first project in Devanahalli and the 18 acres is fully owned by the Company highlighting the Company's confidence in the project prospects. **This would be ASL's 10th project and third plotted development in Bangalore.***

LOCATIONAL ADVANTAGE

- Devanahalli is an Established Residential Plotting Location which is near the Bangalore Airport.
- The micro-market is also home to major economic hubs such as Aerospace SEZ and KIADB IT Park.
- This Location enjoys excellent Infrastructure connectivity which will be further enhanced by the upcoming Metro.

KEY DEVELOPERS IN THIS MICRO MARKET

- The micro-market is home to several large plotted developments from brands such as Godrej, Prestige, Sriram, Century, Puravankara, Goyal, etc...



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(Source: Anarock)

SARJAPURA, BANGALORE (UPCOMING)

SARJAPURA ROAD, RESIDENTIAL VILLA PROJECT



17 Acres
LAND AREA



0.88 Mn Sq ft
INDICATIVE
SALEABLE AREA



600 Cr
INDICATIVE
TOPLINE

65%
REVENUE
SHARE

*In October 2021, signed a binding agreement for an 17-acre land parcel located on the Sarjapur Bagalur Road. **Marks our entry into the Sarjapur micro-market***

LOCATIONAL ADVANTAGE

- Sarjapur road has emerged as one of the fastest growing micro-markets in Bangalore
- The micro-market is in close proximity to the key business district of the Outer Ring Road and Electronic City
- The area has a well-developed social infrastructure with several international schools in the vicinity

KEY DEVELOPERS IN THIS MICRO MARKET

- The micro-market is home to several large plotted, villa and villament developments like Prestige Smart City, Sriram Chirping Grove, Nambiar Ellegenza, etc...

EAST BANGALORE

- Records highest share of launches 44%
- Micro Market Sarjapur with the highest number of launches 13,618 units.



IN 2021, THE CITY REGISTERED A SURGE IN LAUNCHES BY 43% AND SALES BY 33%

- Luxury housing priced between INR 1.5 cr – INR 2.5 cr witnessed the highest growth of 214% y-o-y in 2021 supported by demand for unpolluted and spacious living which is also connected to other parts of the city.
- The demand for 3 BHK and above constitutes 64% of the market.
- Sarjapur road is the second highest searched micro market in the city after Whitefield.

(Source: Anarock)

PROJECT PORTFOLIO

Status	City	Project	Type	Structure	Economic Interest	Estimated Completion Date	Total
A. Completed	Ahmedabad	Alcove	Residential	Owned	100%	Complete	10,32,660
		Citadel	Residential	Owned	100%	Complete	1,01,859
		Megaestate	Industrial	Owned	100%	Complete	59,180
		Megapark	Industrial	JD	100%	Complete	5,01,222
		Megatrade	Commercial	Owned	100%	Complete	82,526
		Parishkar / Trade Square	Residential	JV	~ 50% Profit Share	Complete	9,15,809
	Bangalore	Aavishkaar	Residential	Owned	100%	Complete	5,45,524
		Expansia	Residential	Owned	100%	Complete	1,40,276
		Oasis	Residential	Owned	100%	Complete	5,72,074
		Skylands	Residential	Owned	100%	Complete	4,91,111
		Sporcia	Residential	Owned	100%	Complete	5,01,265
B. Ongoing	Ahmedabad	Chirping Woods	Residential	JV	~ 50% Revenue Share	2024	13,39,092
		Foreste I - IV	Residential	DM	~ 10% Revenue Share	2024	29,58,846
		Highgrove	Residential	JV	~ 45% Revenue Share	2024	43,77,033
		Uplands I	Residential	JV	~ 77% Revenue Share	2023	31,92,901
		Uplands II	Residential	JV	~ 77% Revenue Share	2024	12,89,128
		Forreste 5	Residential	DM	~ 10% Revenue Share	2026	9,43,164
	Bangalore	Fruits of Life - Launched	Residential	HDFC Platform 2	Arvind's Invst 33.33%	2025	10,74,951
		Belair	Residential	Owned	100%	2024	4,69,620
		Edge	Commercial	Owned	100%	2024	1,68,224
	Pune	Elan	Residential	JD	~ 67% Area Share	2023	1,34,952
C. Planned	Ahmedabad	Uplands III	Residential	JV	~ 77% Revenue Share	Yet to be launched	11,15,294
		Forreste phase 6	Residential	DM	~ 10% Revenue Share	Yet to be launched	10,71,155
	Bangalore	Fruits of Life - Future phase	Residential	HDFC Platform 2	Arvind's Invst 33.33%	Yet to be launched	9,79,811
		Sarjapur	Residential	JD	~ 65% Revenue Share	Yet to be launched	8,89,169
		North Bangalore	Residential	Owned	100%	Yet to be launched	3,98,661
		Doddaballapura Road	Residential	HDFC Platform 2	Arvind's Invst 33.33%	Yet to be launched	6,34,887
		Devanahalli	Residential	HDFC Platform 1	Arvind's Invst 60%	Yet to be launched	11,32,560
Grand Total						2,71,12,954	

ESTIMATED OPERATING CASH FLOW

₹ Cr		Total Est. Sales Value	Booking Value	Receivables	Estimated Value of Inventory	Balance Cost to be Incurred*	Est. Operating Cashflow
Ahmedabad	Completed	578	494	33	84	-5	122
	Ongoing	2,099	1,464	499	634	881	253
	Yet to be launched	578	0	0	578	361	217
Ahmedabad Total		3,255	1,959	532	1,296	1,237	592
Bangalore	Completed	875	812	56	62	2	117
	Ongoing	410	190	128	220	147	201
	Yet to be launched	1,394	0	0	1,394	822	572
Bangalore Total		2,678	1,002	184	1,676	970	890
Pune	Ongoing	75	44	17	31	18	30
	Yet to be launched	0	0	0	0	0	0
Pune Total		75	44	17	31	18	30
Grand Total		6,008	3,005	733	3,003	2,225	1,512
Add: Surplus							11
Net Operating Cash for the Company							1,523

Note: EBITDA level Estimated Cash flow after allocation of Corporate overheads. Details upto latest quarter.

* Includes Land cost payable to Land partners. Further, DM model is grossed up for Revenue and Cost. Net Operating Cash flow for the Company from DM would be equivalent to DM fees



ABOUT THE COMPANY

- KEY INFORMATION
- GEOGRAPHY SPREAD
- HDFC PARTNERSHIP
- ARVIND BRAND
- GOVERNANCE & CSR
- MANAGEMENT TEAM

OVERVIEW

Part of Lalbhai Group with a 120-year legacy
- synonymous with robust governance and
creating value accretive businesses

Listed in 2015 post demerger from
Arvind Ltd

Diversifying geographical presence -
Ahmedabad, Gandhinagar, Bangalore &
Pune

Strong conviction by promoters

- 3 rounds of capital infusion by promoters
- Recent one by MD & CEO

Strong trusted consumer brand

Success across product segments and
geographies in launch as well as sustenance
phase

Primarily focused on Residential
development

De-risked product presence – Horizontal
(Plotting, Villas) and Vertical (Luxury, MIG
residential housing)

Strategic partnership with HDFC Capital

Equity investment at Hold co and Platform
funding

Experienced professional management

Focused on P&L accretive Business
Development

Learnings in place to help significantly
scale up

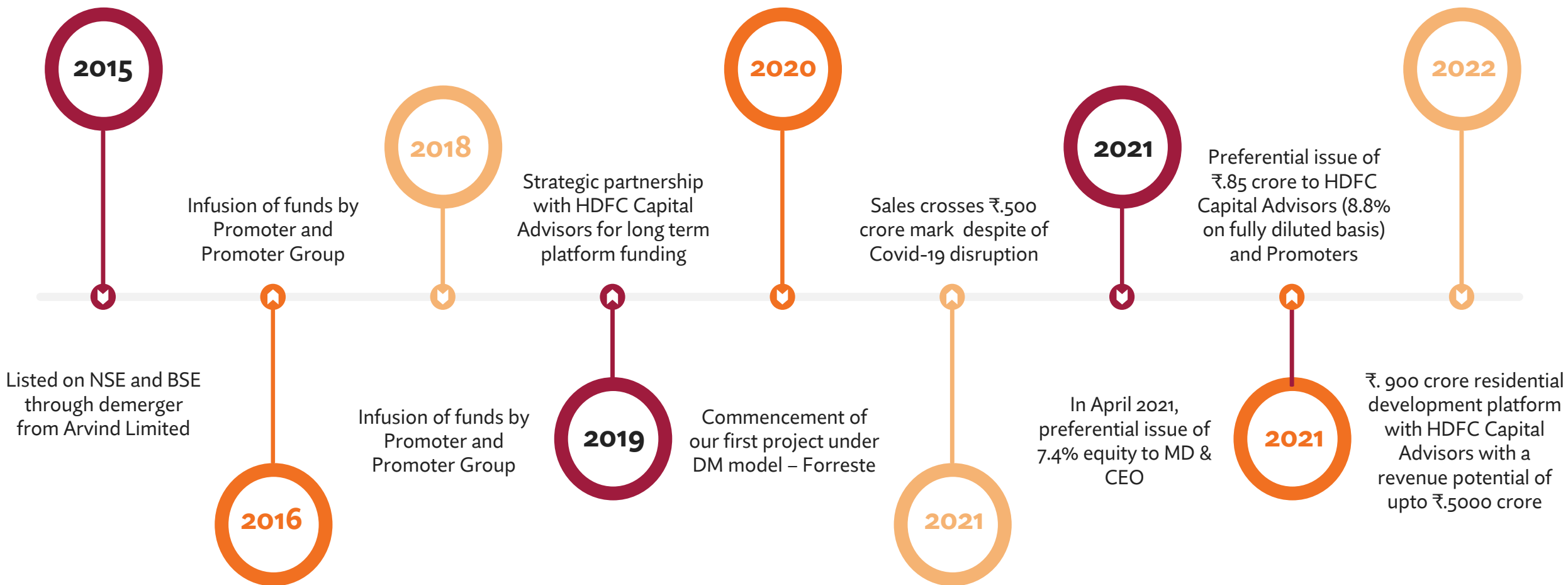
Growing Project Portfolio

- Delivered 4.9 Mn sq. Ft.
- Ongoing projects of 13.9 msf
- Planned projects of 7.2 msf

Strong financial performance -
46% CAGR in Bookings

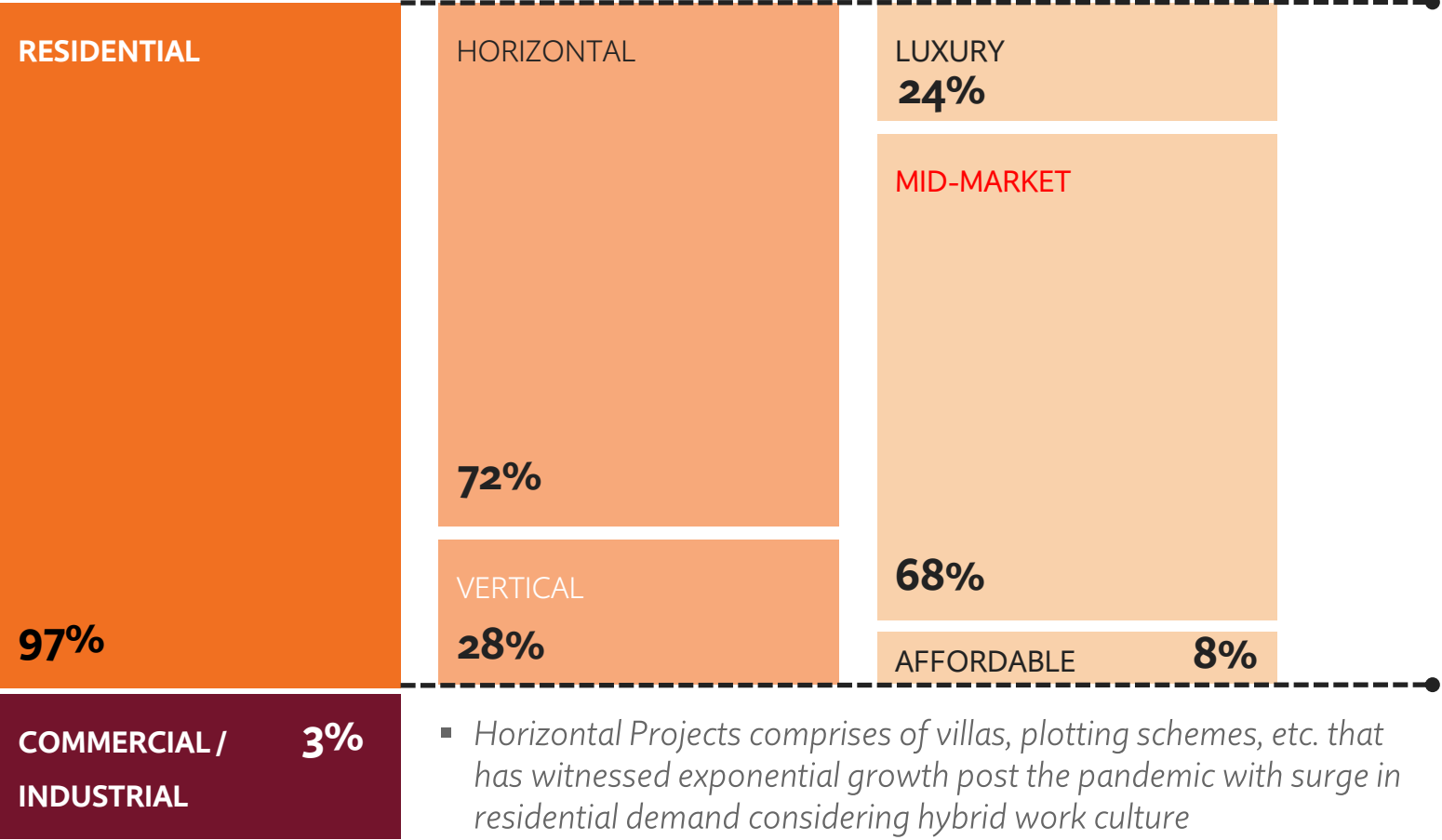
Negative Debt, Long term credit
rating of A/Positive

THE JOURNEY SO FAR



CARVED ITS NICHE IN RESIDENTIAL DEVELOPMENT PROJECTS

PROJECT CLASSIFICATION (ONGOING AND PLANNED) SEP2022

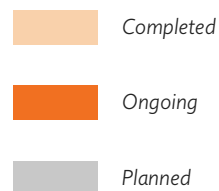


Horizontal Projects comprises of villas, plotting schemes, etc. that has witnessed exponential growth post the pandemic with surge in residential demand considering hybrid work culture

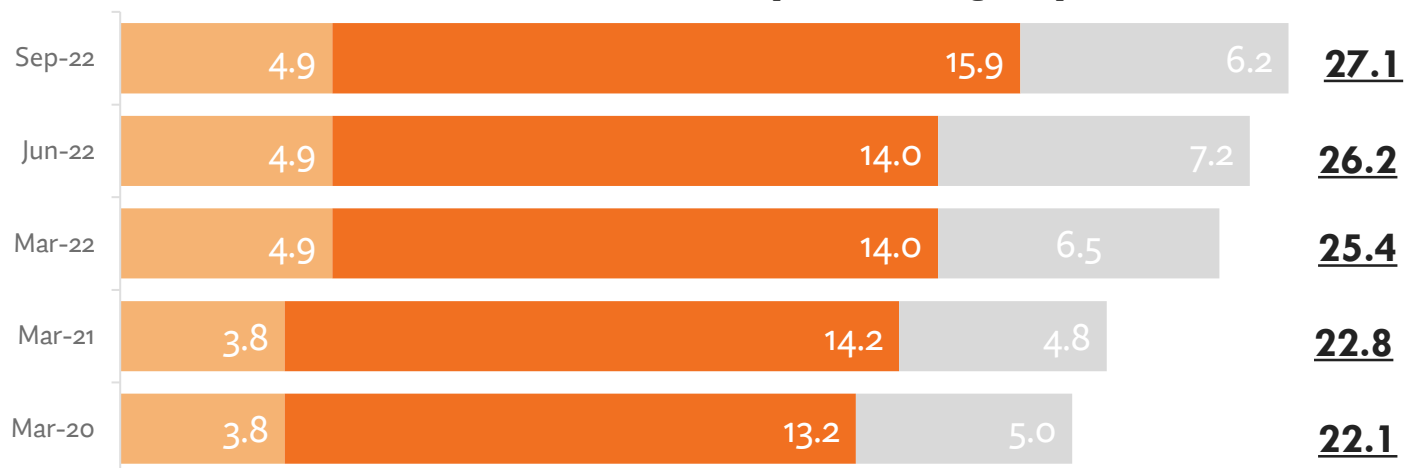
LISTED (2015), CORPORATE REAL ESTATE DEVELOPER SINCE 2008

CAPITAL PAYMENTS

- In a span of 14 years, falling true to brand Arvind, successfully delivered 10 projects i.e. 4.9 mn.sq.ft. of which 100% projects handed over as per the committed date.



PROJECT PORTFOLIO (IN MN. SQ.FT.)

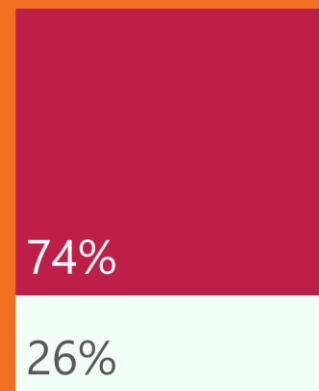


- “Ongoing” - already launched
- “Planned” - Next phases of already launched Projects + Lands already acquired, and site preparation started

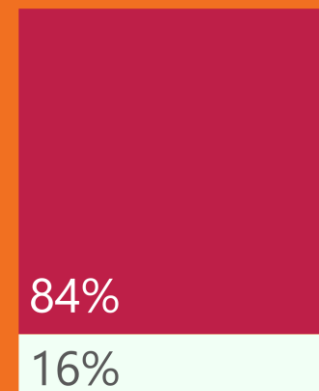
MULTIPLE LAND SOURCING MODELS

- 70% Projects are through JDs
- One DM Project with Arvind Limited

VALUE SHARE in %



VOLUME SHARE in %



JDAs

Land Purchase

VENTURING INTO NEWER GEOGRAPHIES IN A PHASED MANNER

DIVERSIFIED FROM AHMEDABAD/GANDHINAGAR TO BANGALORE IN THE YEAR 2014 AND TO PUNE IN 2019

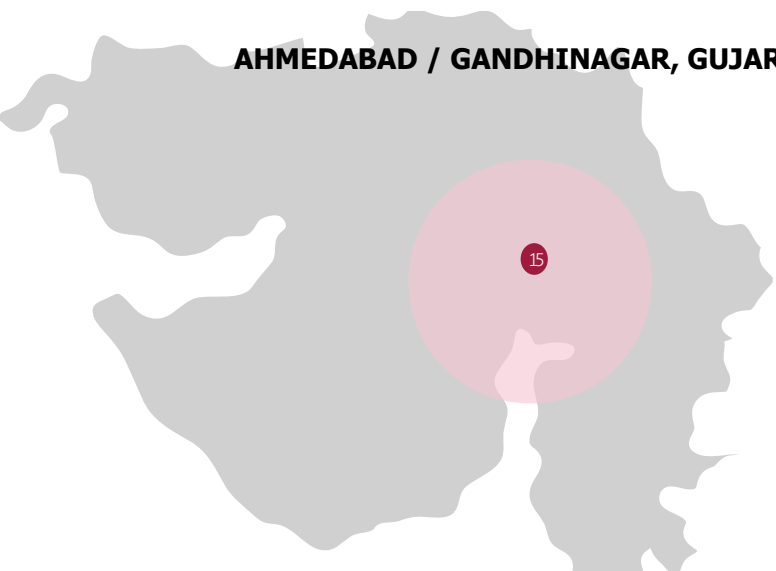


Ahmedabad / Gandhinagar 54%

Bangalore 45%

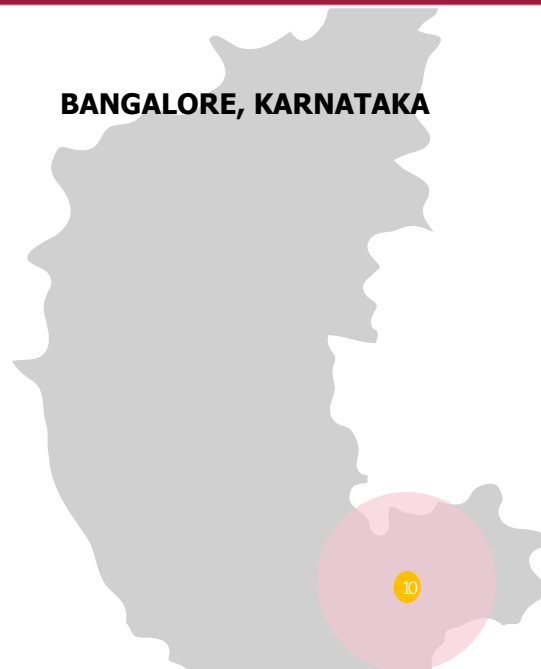
Pune 1%

AHMEDABAD / GANDHINAGAR, GUJARAT



1. Aavishkaar, 2. Alcove, 3. Chirping Woods 4. Citadel, 5. Forreste, 6. HighGrove, 7. MegaPark, 8. Megaestate, 9. MegaTrade, 10. Parishkar, 11. Trade Square, 12. Uplands One, 13. Uplands Two 14. Fruits of Life 15. Forreste 5

BANGALORE, KARNATAKA



1. BelAir, 2. Devenahalli, 3. Expansia, 4. Oasis, 5. Sarjapur, 6. Skylands, 7. Sporcica, 8. The Edge 9. Doddaballapura Road 10. North Banagalore

PUNE, MAHARASHTRA



1. Elan

OUR BELIEF IN DEPTH OVER BREADTH

AHMEDABAD

High on Luxury and preference for horizontal

BANGALORE

Seeing good traction in mid-market segment due to growing salaried class in the IT services industry

PUNE

High sales and launch velocity for mid-priced housing due to its position as a fast-growing IT services and manufacturing hub

KEY DECISION PARAMETERS

PARTICULARS	BANGALORE	AHMEDABAD	PUNE	REMARKS
MID INCOME SEGMENT SIZE				Strong presence of salaried class
MID INCOME SEGMENT GROWTH				High influx of salaried workers makes an attractive market
IT-DRIVEN GROWTH				Bangalore and Pune are established IT hubs
MANUFACTURING GROWTH				Presence of manufacturing clusters in close vicinity to the city
SERVICES GROWTH				Booming services industry – Finance in Ahmedabad, IT in Pune & Bangalore
BRAND RECOGNITION				Recognition of “Arvind” as a brand
IMPORTANCE OF HAVING A BRAND				Brand sensitive consumers
MARKET POTENTIAL FOR DEEPER GROWTH				Untapped market potential
FORMALIZED / ORGANIZED				Formalized nature of dealings in land and real estate
CURRENT REGULATORY AND LOCAL KNOWLEDGE				Ease of getting clearances and operating in the regulatory environment
PRE-EXISTING ARVIND SETUP				Ahmedabad and Bangalore have established Arvind offices and ecosystems
CAPITAL REQUIREMENTS				Favorable land prices allow for quick purchase

High

Mid-level

Low

Note - Markets evaluated on the Company's internal benchmarking scale

STRATEGIC PARTNERSHIP WITH HDFC CAPITAL ADVISORS

2019

80/20 venture between Company and HCARE-1 with SPV entity with objective of mid-market/affordable housing development across India.

First project acquired at Devenhalli, Bangalore (plotted development) in 2020

2021

Preferential issue to HDFC Capital Advisors wherein H-CARE 1 subscribed to 8.8% equity stake in SmartSpaces on a fully diluted basis

AUG.2022

₹ 900 crore partnership with HDFC under H-CARE III for the creation of residential development platform with a revenue potential of upto ₹ 5000 Cr

Proposed investments from ASL and HCARE-III will be ₹ 300 Cr and ₹ 600 Cr respectively in the platform.

QUALITY CAPITAL

- Provides patient capital to the Company while leaving balance sheet health intact
- H-CARE to receive waterfall based sweat payouts; Company retains all operating rights

INVESTOR PEDIGREE

- The allotment of equity shared on preferential basis to HDFC Capital through HCARE-1, showcases confidence in the Company by HDFC.
- Mr. Vipul Roongta, MD& CEO, HDFC Capital Advisors Ltd. has joined the Board of Directors as a Nominee Director.

BRAND

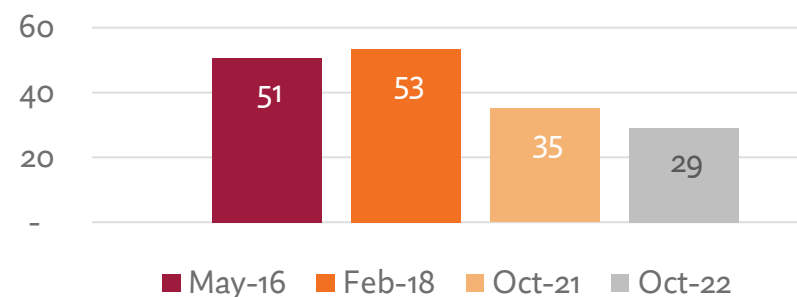
- Two most trusted brands- HDFC & Arvind together unlocking tremendous value for stakeholders
- First investment in OCD form of ₹ 50 crore for Devenhalli project and ₹ 50 crore invested for 8.8% stake on a fully diluted basis

STRONG BRAND RECALL 'ARVIND' SYNONYMOUS WITH VALUES AND REPUTE

SmartSpaces is part of Gujarat based Lalbhai Group with a **120 year legacy** that presides over a wide portfolio of businesses viz. Textiles and clothing, Branded Apparels, Technical textiles, Water stewardship, Omni channel, Telecommunications and Heavy Engineering. **Arvind Group today is a \$ 1.7 billion conglomerate, run by professional management**

- SmartSpaces got listed on bourses in 2015 post the demerger from Arvind Ltd. Run under the leadership of Mr. Kamal Singal, MD & CEO
- In Ahmedabad, Gujarat Market, Arvind is a household name, widespread awareness amongst consumers due to brand patronage
- In Bangalore, with an exposure/experience of 8 projects and with fashion business housed in the city since 2 decades, making Arvind a well-known name in this market
- Pune is a new market, started making in-roads since 2019, now further penetrating with new projects

INFUSION OF FUNDS BY PROMOTERS



Capital infusion by Professional MD & CEO, exuberates strong conviction of the business from a long-term view point

- Arvind SmartSpaces MD & CEO exercised 28,50,000 warrants of ASL entailing an investment of Rs 29 crore in Sep/Oct 2022

STRONG GOVERNANCE & CSR INITIATIVES



Mr. Sanjay S. Lalbhai
Chairman &
Non-Executive



Mr. Kamal Singal
Managing Director
& CEO



Mr. Kulin S. Lalbhai
Non-Executive
Director



Mr. Pratul Shroff
Independent
Director



Ms. Pallavi Vyas
Independent
Director



Mr. Vipul Roongta
Nominee Director



Mr. Prem Prakash Pangotra
Independent
Director



Mr. Nirav Shah
Independent
Director



Impactful CSR initiatives such as improving the quality of life of people through Education, Health (including Covid Relief), Environment, Livelihood and similar initiatives around Sites and offices of Arvind SmartSpaces & its subsidiaries.

LED BY AN EXPERIENCED PROFESSIONAL MANAGEMENT TEAM



MR. KAMAL SINGAL MANAGING DIRECTOR & CHIEF EXECUTIVE OFFICER

- Associated with the Lalbhai Group since 2001 in various capacities. He was elevated to head the real estate business of the Lalbhai Group in 2008. He is responsible for giving strategic direction to the real estate business and also identifying new business opportunities and to further expand the product portfolio of the real estate business.
- Overall experience of ~30 years
- He holds an EPGM from the Indian Institute of Management, Indore



JAGDISH DALAL |
Senior Vice President

- Over 32 years of experience
- Excels in corporate finance



AVINASH SURESH |
Chief Operating Officer

- Overall experience of 17 years with Godrej, Aditya Birla etc.



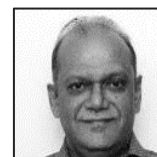
ANKIT JAIN |
Chief Financial Officer

- Overall experience of 17 years with Marico and with Arvind for more than 2 years



MANOJ CHELLANI |
Chief Sales Officer

- Overall experience of 18 years with Lodha, Runwal, Tech Mahindra and Radius Developers (with Arvind more than 3 years)



PRAKASH MAKWANA |
Company Secretary & Compliance Officer

- Member of Arvind group for >25 years



PANKAJ JAIN |
Head of CRM

- Overall experience of 30 years with more than 20 years in Arvind Group



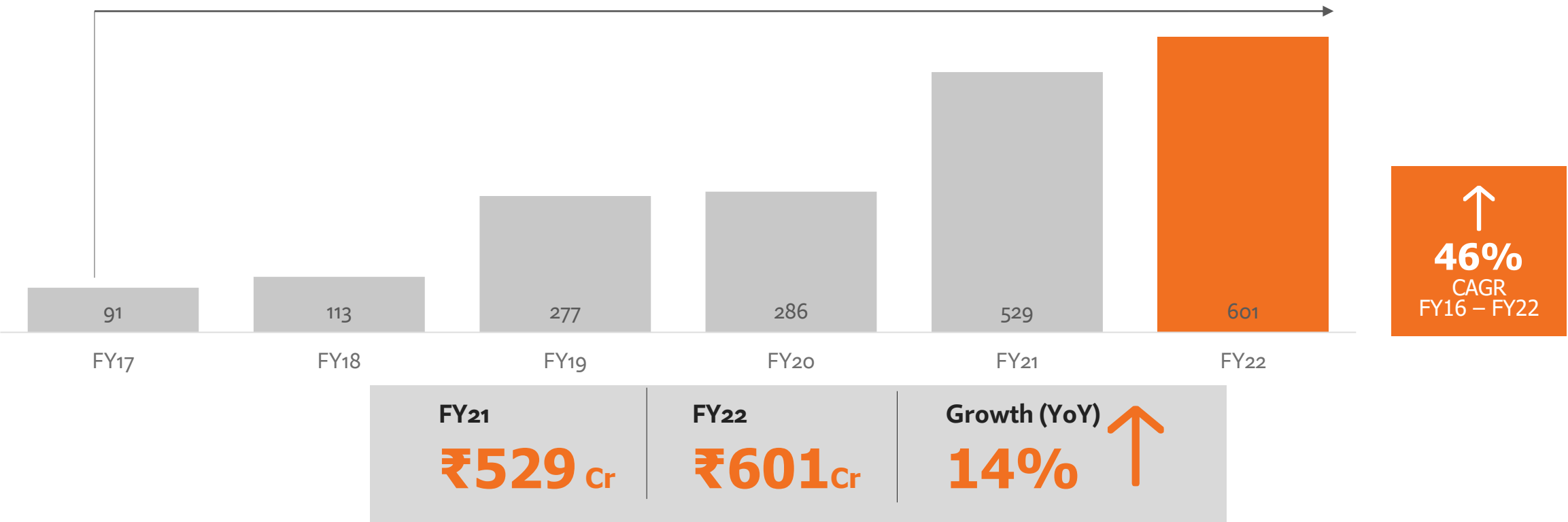
5 YEAR PERFOR- MANCE

- OPERATIONAL
- FINANCIAL

BOOKINGS TREND

BOOKINGS

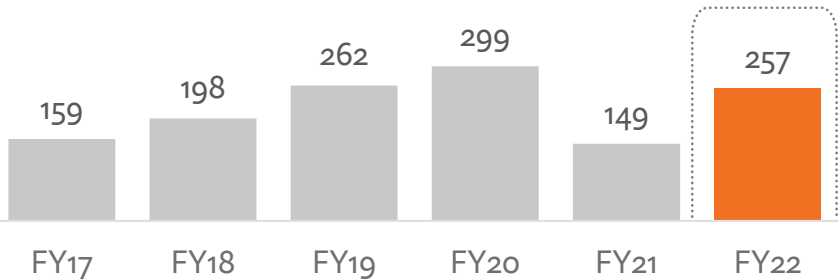
(In ₹ Cr.)



CONSOLIDATED FINANCIAL PERFORMANCE

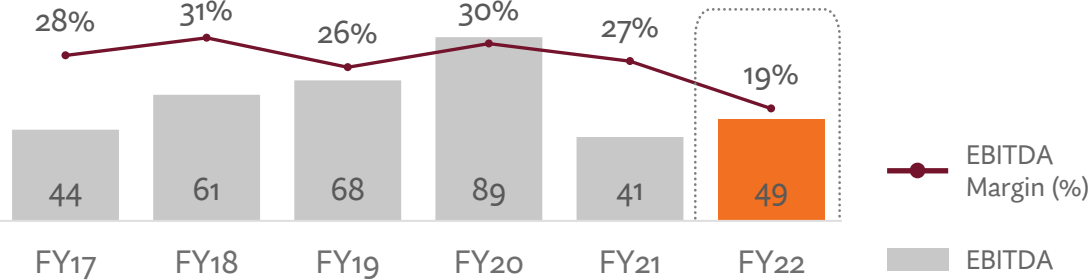
REVENUE

(In ₹ Cr.)



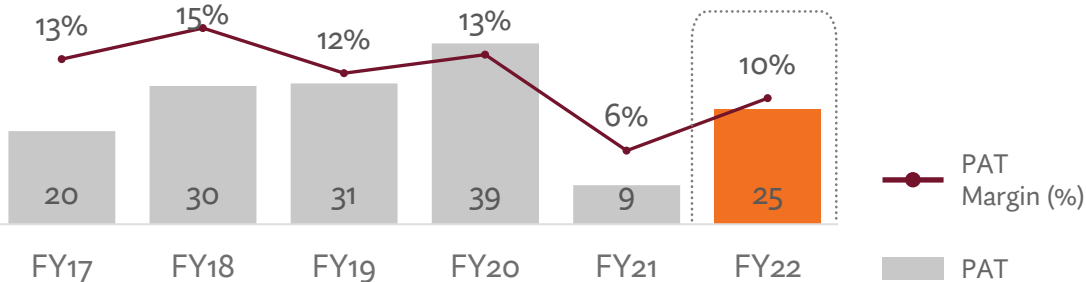
EBITDA AND EBITDA MARGIN

(In ₹ Cr.)



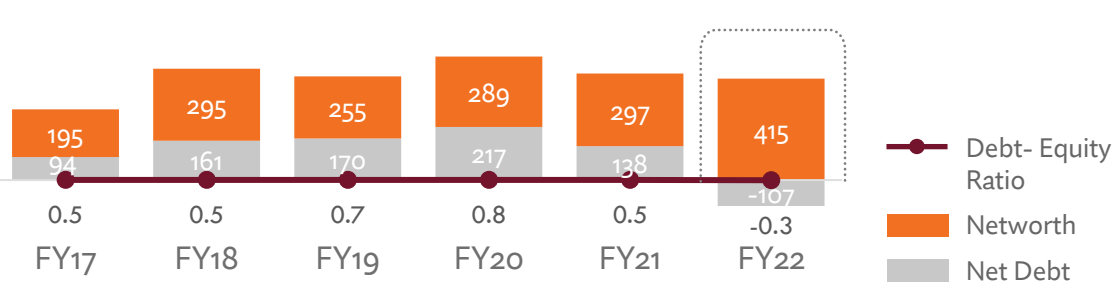
PAT AND PAT MARGIN

(In ₹ Cr.)



NETWORTH & NET DEBT AND DEBT-EQUITY RATIO

(In ₹ Cr.)



Financial performance is based on applicable accounting standards wherein the revenue recognition is based on transfer of control with Project completion and satisfaction of performance obligation. Previous year periods have been regrouped wherever necessary.



BUSINESS MODEL & STRATEGIC PILLARS

- FUNDAMENTALS
- STRATEGIC PILLARS

KEY BUSINESS FUNDAMENTALS THAT ATTRIBUTED TO OUR SUCCESS SO FAR

**FOCUS ON LOW OPERATING LEVERAGE
AND GREATER CORPORATE EFFICIENCY**



**HAS TRANSLATED TO PROFITABLE,
SCALABLE AND SUSTAINABLE GROWTH**

LEAN ORGANISATION

- Low fixed cost: Centralized key functions
- Small team comprising key skill sets: Total on-roll strength of ~250

OUTSOURCING MODEL

- High reliance on outsourcing of noncore activities and entire construction activities
- 70% Projects are through JDs

FOCUS ON HORIZONTAL DEVELOPMENT

- Low proportion of Construction volume and value vis a vis value creation
- Significant reduction contingent liabilities on account of construction commitments post launch

BUILD TO SELL

- Launch in Phases
- Aggressive Sales at Launch: Target selling 30-40% inventory in first 6 months of launch

KEY STRATEGIC PILLARS



Asset light



Balanced Risk Profile



Innovation



Customer Centricity



Systems & Processes

ASSET LIGHT

TREAT LAND AS RAW MATERIAL; NO LAND BANKING; PROCESS INDUSTRY APPROACH

PARAMETER	TRADITIONAL LAND BANKING APPROACH	OUR APPROACH
Investment class	Asset	Raw Material
Approach	Speculative for appreciation	Quick turnaround
Value Add	By Holding	By quick conversion into value added FG
Monetization time	~10 years	3-5 years, Go to Market within 6-9 months
Sourcing	By Purchase / Ownership	Combination of Purchase and Partnerships (JDs/JVs)
Business model	<ul style="list-style-type: none"> Speculative returns from land appreciation Reliance on speculative business cycles 	<ul style="list-style-type: none"> Product turnaround as a Process Industry Cost efficiency in land and execution Brand premium Rely on systems, processes, Innovation and consumer centricity

LAND PROCUREMENT AND MONETIZATION LIFE CYCLE

**LAND ON
BOOKS**

**SOURCING AND
PROCUREMENT**
~3 MNTHS

**ALL CLEARANCES,
START OF PROJECT**
+6-9 MNTHS

**LAND
DEPLOYED**

**PROJECT LAUNCH,
START OF BOOKINGS**
IMMEDIATELY ON
RECEIPT OF APPROVALS

**LAND
MONETIZED**

**COMPLETE SALE, CONSTRUCTION
AND COLLECTION**
+36-48 MONTHS

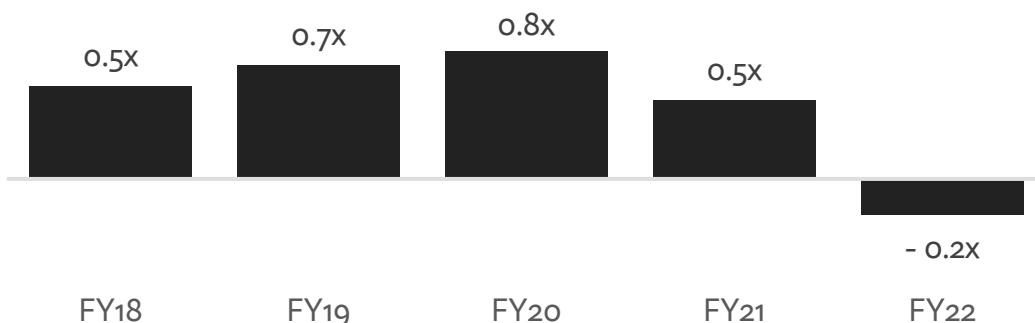


BALANCED RISK PROFILE

FOCUS ON EFFICIENT CASH FLOW MANAGEMENT & LOW LEVERAGE

- Target 30-40% sales at pre-launch & launch stages to generate momentum and thereby reduce working capital requirements
- Ensure D/E remains below 1:1; currently well below that due to healthy cash accruals and equity infusion by promoters and HDFC Capital Advisors
- Judiciously use headroom available for raising debt to fuel growth while retaining conservative stance on leveraging balance sheet

DEBT / EQUITY (X)



Credit Rating upgraded to IND A+ in February 2022

FOCUSED MARKET & GEOGRAPHIC STRATEGY

- Conservative horizontal market expansion
- Treat each new market as a new business vertical due to regulatory, viability and technical dynamics
- Aggressive deep penetration in existing markets – where we have significant brand presence
 - Ahmedabad with premium / plotting / villa opportunity targeting high end consumer
 - Bangalore as a large growing mid market, brand driven market offering us orbital change opportunity
- Organizational bandwidth being built to focus on significant and important market of Pune / MMR

SEP 2022



INNOVATION (1/2)

PRODUCT INNOVATION

UPLANDS: EXECUTIVE GOLF COURSE



SPORCIA: HOMES AROUND SPORTS



SKYLANDS: JOGGING TRACK IN THE SKY



EXPANSIA: ALL ABOUT SPACES



BELAIR: YOUR CLUB IN THE AIR



UPLANDS: INSPIRED BY DISNEY ®



INNOVATION (2/2)

PRODUCT INNOVATION

3 ACRES OF LILY POND @ HG



INTERNATIONAL CLUB ARCHITECTURE @ HG



URBAN FORREST @ FORRESTE



Forest Sitouts



Forest Trail



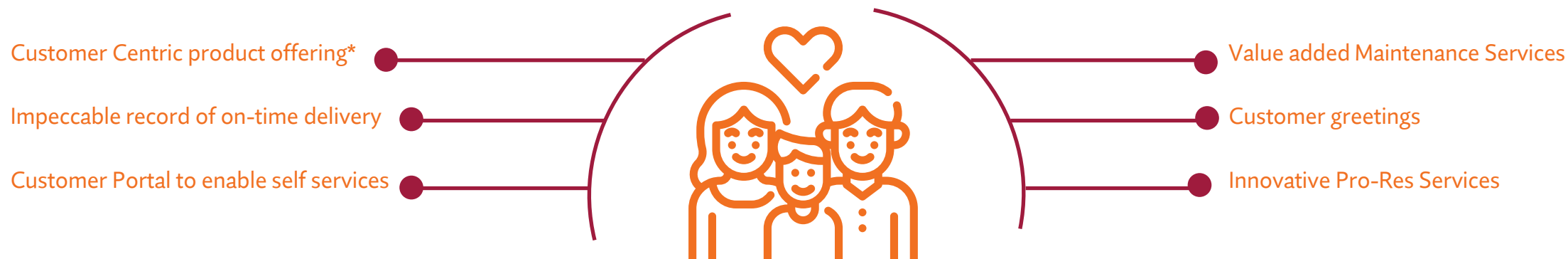
Forest Caves



Campfire Point

CUSTOMER CENTRICITY

AIMING FOR DELIGHT AT EVERY TOUCH POINT IN CUSTOMER LIFE CYCLE



PROJECTS AND DELIVERY STATUS VS COMMITMENT (IN MONTHS)

+2 MONTHS**

PARISHKAAR/ TRADE SQUARE |
CITADEL

ON TIME

MEGATRADE | EXPANSIA |
MEGAESTATE | MEGA PARK

-3 to 4 MONTHS

ALCOVE
SPORCIA

-6 to 8 MONTHS

SKYLANDS
OASIS

-18 MONTHS

AAVISHKAAR

* Examples: Consolidated open spaces, WFH, Two/Three side Open spaces, State of the art large recreation & sports facilities, unique and evolved facades and aesthetics, significant investment in landscaping

** Deliveries done as per commitment; however formal certification received within 2 months of commitment in the pre RERA regime

SYSTEMS AND PROCESSES

DEFINED PROJECT ACQUISITION PROCESS

- Experienced land acquisition and in-house legal team
- Strong oversight and approval mechanism
- Directly handled by MD & CEO
- Strong due diligence process (engaging reputed law firms)
- Detailed and conservative viability model
- Strong commercial terms and safeguards
- Strong relationship with landowners and channel partners

POWERFUL SALES ENGINE & PROCESSES

- System driven sales funnel for enhanced efficiency & effectiveness of lead management through automated data tracking and analytics
- Integrated software for pre-sales, sales, post sales & customer experience management
- Sharp focus on Digital Sales (>40% share), State of art in-house call center set up with 15-member dedicated team
- Cost of acquired Sales less than 1% for most of the new launches
- Vast network of channel partners comprising > 400 and growing in Bangalore alone with detailed CP management systems

DESIGN & DEVELOPMENT PROCESS

- Best in class design partners: Woods Bagot, HOK, RSP, AAA
- Strong in-house team
- Clear mandate and focus on project specific USPs

LEADERSHIP EXPERIENCE



Engineering



Arch./Design

STRENGTH








Engineering



Arch./Design

SUPPORTED BY BEST-IN-CLASS TECHNOLOGY

-  ERP SYSTEM
-  **NEWTON**® Generates BOQs directly from drawings
-  SAP implementation in progress
-  Document Management System
-  Notion Task Management



LOOKING AHEAD

- DIFFERENTIATING FACTORS
- KEY FOCUS AREAS

OUR DIFFERENTIATING FACTORS IN THE REAL ESTATE MARKETPLACE

EFFICIENT AND COMPETITIVE LAND SOURCING

- Created Joint Development models
- Competitive land sourcing

SUCCESSFUL PARTNERSHIP – LONG TERM VALUE CREATION

Uplands, High Grove, Arvind B Safal, Tata Value Housing (now under execution by Arvind Ltd.) are examples of successful partnership of Arvind

ON TIME EXECUTION

100% track record for on-time delivery

VALUE FOR MONEY

- Focus on end-customer
- Greater value through superior price-product offering vs the competition

LEVERAGING BRAND ARVIND

- Brand Equity
- Legacy of over 120 years of Trust & Excellence

EXECUTION EXPERTISE

- Executive golf course, company owned large clubs, Disney tie-up, Sky Club, Sky walk, Sport centricity, elevated amenities & common facilities
- 10-15% cost advantage through contracting model, strong in-house technical team, design optimisation

OUR BUSINESS STRATEGIES TO ACCELERATE GROWTH

NEAR TERM BUSINESS PLAN



Aim to be amongst India's top ten real estate players

- Use Balance Sheet headroom and HDFC partnership to significantly grow project pipeline
- Multifold growth in bookings while maintaining profitability

Judicious geographical expansion

- Augment Ahmedabad market share and leadership
- Grow Bangalore presence substantially – leverage Arvind group presence
- Next big potential market: Pune & MMR

Focus on Residential Segment

- Judicious mix of horizontal (Plotting, Villas), vertical (MIG) and Luxury
- Long term value creation through creation of destination in larger land parcels

Sound capital allocation

- Focused on sustainable and profitable growth
- Targeting acquisition of 6-7 projects with a cumulative topline potential of ~ ₹ 5,000 crores in next 12 months

Operational excellence

- Faster execution – launch to handover
- Prudent investments in technology to reduce construction time and enhance digital sales



AWARDS AND RECOG- NITION

- AWARDS
- ACCOLADES

AWARDS & RECOGNITIONS

2016



2017



2018



2019



AWARDS & ACCOLADES (1/2)

CNN NEWS 18 AWARDS

MOST ADMIRED PROJECT OF THE YEAR- FORRESTE



MOST TRUSTED REAL ESTATE BRAND OF THE YEAR



REALTY CONCLAVE EXCELLENCE AWARDS, GUJARAT



Ultra luxury-lifestyle project of the year for **ARVIND UPLANDS**



Plotted development of the year for **ARVIND HIGHGROVE**



Villa Project of the year (Metro) for **ARVIND FORRESTE**

AWARDS & ACCOLADES (2/2)

CNBC AWAAZ REAL ESTATE & BUSINESS EXCELLENCE AWARDS 2022



DEVELOPER OF THE YEAR - RESIDENTIAL



**RESIDENTIAL PROPERTY OF THE YEAR
(ARVIND BEL AIR)**



**E4M PRIDE OF INDIA THE BEST
OF BHARAT' AWARDS 2022**



**The Economic Times
Real Estate Conclave
& Awards 2022**



**Realty + Conclave
Iconic Project of
the Year 2022 –
Arvind Elan**

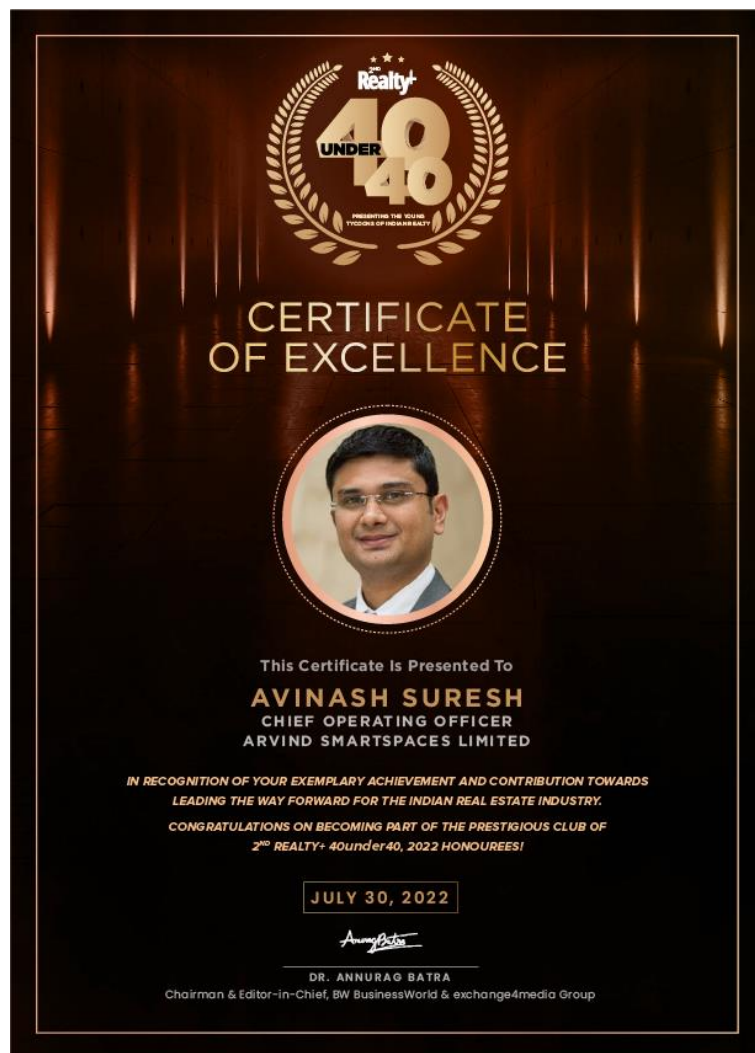
AWARDS & ACCOLADES H1 FY23

Inspiring CEO of India 2022 @ 2nd Edition of The Economic Times CEO Conclave



AWARDS & ACCOLADES H1 FY23

Realty+ 40 Under 40



Business World CFO - 40 Under 40



AWARDS & ACCOLADES - H1 FY23



Digital Innovation Of The Year for Arvind Belair – Online Booking Platform

Marketer Of The Year – Viral Shah





ANNEXURE: PROJECT PROFILE | IN DETAIL

- OVERVIEW
- PROJECT DETAILS

PROJECT// NASMED VILLAGE, GANDHI NAGAR

UPLANDS

*Premium Golf Based Township
18g Villas Phase I, 54 Villas Phase II
Overall 56 Lakh Sq. Ft.*

Deal Structure: JOINT DEVELOPMENT

Architect: WOODS BAGOT

AMENITIES



9 Hole Executive
Golf Course



3 Clubs (Golf Square,
Zen Square, Fun Square)



Premium
Concierge Services



Disney® themed kids
bedroom



Personal Swimming Pool, Gym, Home Theatre - Optional



ARVIND
SMARTSPACES
LIMITED

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UPLANDS



UPLANDS CLUBHOUSE



PROJECT// JAKKUR ROAD, SHIVANAHALI, Bangalore

SKYLANDS

*High Rise Residential Apartments
417 Units – 4.9 Lakh Sq. Ft.*

Deal Structure: OUTRIGHT PURCHASE

Architect: APURVA AMIN

AMENITIES



Sky lounge
on Terrace



Jogging track on
terrace



Open café on
terrace



Star gazing deck on
terrace



Club House with Indoor &
Outdoor Sports Amenities



ARVIND
SMARTSPACES
LIMITED

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PROJECT// JAKKUR ROAD, SHIVANAHALI, Bangalore

SKYLANDS

ARVIND
SMARTSPACES
LIMITED

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PROJECT// NARODA ROAD, AHMEDABAD

AAVISHKAAR

*Affordable Residential Apartments
574 Units – 5.5 Lakh Sq. Ft.*

Deal Structure: OUTRIGHT PURCHASE

Architect: VITAN (JAGRUT & PARTNERS LLP)

AMENITIES



Gated community
& CCTV camera



Central
Landscape area



Outdoor & Indoor
Gym



Yoga & Multipurpose
room



Jogging
pathway/track



Children's splash pool &
sports facilities



ARVIND
SMARTSPACES
LIMITED

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AAVISHKAAR



PROJECT// TUMKUR ROAD Bangalore

OASIS

2 and 3 BHK Residential Apartments
470 units – 5.7 Lakh Sq. Ft.

Deal Structure: OUTRIGHT PURCHASE

Architect: APURVA AMIN

AMENITIES



Terrace café



Aqua Center



Indoor Gym &
Steam Room



Senior Citizen's Nook



Central Landscape
Area



Sports facilities like Cricket,
Basketball & Badminton



ARVIND
SMARTSPACES
LIMITED

66

PROJECT// NEW TOWN ROAD YELAHANKA, Bangalore

BELAIR

2, 2.5 & 3 BHK Residential Apartments
334 units – 4.7 Lakh Sq. Ft.

Deal Structure: OUTRIGHT PURCHASE

Architect: APURVA AMIN

AMENITIES



Cantilevered
Sky Club



Water Management
Solutions



Swimming Pool &
Indoor Gym



Vaastu
Compliant



Kids Play Area



Smart Amenities – Smart switches, Wifi
enabled CCTV, Keyless smartlock, Car
parking with electrical charging point

ARVIND
SMARTSPACES
LIMITED

67



PROJECT// KOTHRUD ROAD, PUNE

ELAN

*High rise Residential Apartments
120 Units – 1.3 Lakh Sq. Ft.*

Deal Structure: JOINT DEVELOPMENT

Architect: - A&T CONSULTANTS

AMENITIES



Landscape
Walkway



Outdoor & Indoor
Gym



State of art Security
System



Club Terrace
Café Sitting



Fully equipped Home
Theatre room



Kids Play Area, Basketball,
Splash Pool CCTV, Intercom
Facility



ARVIND
SMARTSPACES
LIMITED

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PROJECT// TUMKUR ROAD, Bangalore

THE EDGE

Commercial & Retail Space
116 Units – 1.7 Lakh Sq. Ft.

Deal Structure: OUTRIGHT PURCHASE

Architect: APURVA AMIN

AMENITIES



Common
Conference Room



Theatre/Auditorium



Modern Cafeteria



Gymnasium



CCTV, Intercom
Facility



Parking & Automatic
Elevators



the edge
by ARVIND

ARVIND
SMARTSPACES
LIMITED

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PROJECT// MOTI DEVTI, SANAND, AHMEDABAD

HIGHGROVE CHIRPING WOODS

*Weekend Homes - Plots
~777 Units Overall 57 Lakh Sq. Ft.*

Deal Structure: JOINT DEVELOPMENT

Architect: WOODS BAGOT

AMENITIES



9 Hole Executive
Golf Course



Bowling Alley



Ahmedabad's biggest
shallow water lily pond
spread over 3 acers



Clubhouse powered
by SMAAASH, which
is perfected by
Sachin Tendulkar



Golf Promenade

ARVIND
SMARTSPACES
LIMITED

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PROJECT// RACHARDA KHATRAJ ROAD, AHMEDABAD

FORRESTE

*Premium Land Oriented Villa Scheme
353 Units in Phase 1 to 4, 98 units Phase 5
(Overall ~50 Lakh Sq. Ft.)*

Deal Structure: DM

Architect: In-House & GOMA ENGINEERING

AMENITIES



Lounge with
Seating & Library



Café &
Restaurant



Banquet Hall &
Kids Zone



Gymnasium, Multimedia
Theatre



Sports amenities like Badminton,
Tennis & Basketball Court, Skating Rink



SAFE HARBOR

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THANK YOU

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